

REP HEADLINE# 6374322 TRF# E:063743
\$\$\$ MOD# 0: UNAPPROVED REV #2 \$\$\$

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

FAX# 703-516-9680
CREDIT RISK !!!
HARRIS REPORT FROM REP
CHANGES *** WFLA-TV ***

ADV # ADV. NAME POLI/C MACK/R/SEN/FL
AGY # AGY. NAME MCLAUGHLIN & ASSOCIATES

REP. # OFF. # SALESMAN #
BUYER NAME MARIANNE CAMPBELL

566 SOUTH ROUTE 303
BLAUVELT, NY 10913

SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6374322

CLASS: NATL. LOCAL REGIONAL

PRDCT FRNDS OF CONNIE MACK EST#598 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT16/12 OCT22/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT17/12 15.14

REP: MAKEGOOD
SPOTS CANCELED
SPOTS ADDED
TTL SAME
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
FRIENDS OF CONNIE MACK

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
9	SZ	200P-300P		30		\$250.00	10/22	10/22	2		MON	2
AGENCY ADVERTISER CODE = AGENCY PRODUCT CODE = AGENCY EST# = 598												

PROGRAM : RACHEL RAY
ORD COM1: 1X ADDED
CCN COM1: RACHEL RAY

10 SZ 200P-300P 30 \$250.00 10/16 10/19 3 TU-F 3

PROGRAM : RACHEL RAY
ORD COM1: 1X ADDED
CCN COM1: RACHEL RAY

NOV 01 2012

10/23/12 FCC

REP HEADLINE# 6374322 TRF# E:063743
 \$\$\$ MOD# 0: UNAPPROVED REV #2 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP OCT17/12 15.14
 CHANGES ** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
15	S		500P-530P	30		\$900.00	10/22	10/22	0		MON	0
PROGRAM : 5P NEWS												
CON COM1: 5P NEWS												
16	SZ		500P-530P	30		\$900.00	10/16	10/19	2		TU-F	2
PROGRAM : 5P NEWS												
ORD COM1: 1X ADDED												
CON COM1: 5P NEWS												
17	S		530P-600P	30		\$900.00	10/22	10/22	0		MON	0
PROGRAM : 530P NEWS												
CON COM1: 530P NEWS												
18	SZ		530P-600P	30		\$900.00	10/16	10/19	2		TU-F	2
PROGRAM : 530P NEWS												
ORD COM1: 1X ADDED												
CON COM1: 530P NEWS												
34	S		800A-900A	30		\$500.00	10/21	10/21	0		SUN	0
PROGRAM : SUN TODAY												
CON COM1: SUN TODAY												
OCT/12			60250.00									
											CONTRACT TOTAL	60250.00
											TOTAL SPOTS	58

MARKET TOTALS \$237,675 WFLA 25% WFTS 19% WTSP 23% WTVT 23% WTOG 0% WTTA 0% WMOR 0%
 WMOX 0% WXPX 0% WWSB 10% CABL 0%

SHARES ACCURATE EXCEPT WFTS AND WWSB, WHICH ARE ESTIMATED

SVC- NSI
 DEMOS- RACS, ,

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

REP HEADLINE# 6374322 TRF# E:063743
\$\$\$ MOD# 3: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-3399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT16/12 20.40
CHANGES ** WFLA-TV ***

ADV # ADV. NAME POLI/C MACK/R/SEN/FL REP. # OFF. # SALESMAN #
AGY # AGY. NAME MCLAUGHLIN & ASSOCIATES BUYER NAME MARIANNE CAMPBELL

566 SOUTH ROUTE 303 SALES PRSN WA- MEGHAN MCGARR (H)
BLAUVELT, NY 10913

ORDER # CONTRACT # 6374322 CLASS: NATL. LOCAL REGIONAL

PRDCT FRNDG OF CONNIE MACK EST#598 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT16/12 OCT22/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT16/12 20.40

REP: REVISION 10/16
RATES REVISED
SPOTS CANCELED
NEW TTL \$60,250
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
FRIENDS OF CONNIE MACK

LINE#:REP :CD: TIME PERIOD : LGTH : SEC : RATE : START : END :SPTS: WEEK : DAYS :TOTL:
: :LINE#: : : : : : : DATE : DATE : /WK: INVT : :SPTS:

AGENCY ADVERTISER CODE =
AGENCY PRODUCT CODE = AGENCY EST# = 598

✓	R		900A-1000A	30		\$1,040.00	10/22	10/22	1		MON	1
PROGRAM : TODAY SHOW 2												
CON COM1: TODAY SHOW 2												
✓	RS		900A-1000A	30		\$1,040.00	10/16	10/19	2		TU-F	2
PROGRAM : TODAY SHOW 2												
CON COM1: TODAY SHOW 2												

2016/17

REP: WFLA-TV 703-516-9399 TRF# E:063743
 \$\$\$ NO. OF UNAPPROVED REV #1 \$\$\$

REF: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP OCT16/12 20.40
 *** CHANGES *** ** WFLA-TV ***

LINE#	REP	CT	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
✓ 1	S		1000A-1030A	30		\$150.00	10/16	10/19	2		TU-F	2
PROGRAM : 10A NEWS CON COM1: 10A NEWS												
✓ 2	R		1200N-100P	30		\$380.00	10/22	10/22	1		MON	1
PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3												
✓ 3	RS		1200N-100P	30		\$380.00	10/16	10/19	2		TU-F	2
PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3												
✓ 4	S		200P-300P	30		\$250.00	10/16	10/19	2		TU-F	2
PROGRAM : RACHEL RAY CON COM1: RACHEL RAY												
✓ 5	S		300P-400P	30		\$450.00	10/16	10/19	2		TU-F	2
PROGRAM : THE DOCTORS CON COM1: THE DOCTORS												
✓ 6	S		400P-500P	30		\$600.00	10/16	10/19	2		TU-F	2
PROGRAM : DR OZ CON COM1: DR OZ												
✓ 7	S		500P-530P	30		\$900.00	10/16	10/19	2		TU-F	1
PROGRAM : 5P NEWS CON COM1: 5P NEWS												
✓ 8	S		530P-600P	30		\$900.00	10/16	10/19	2		TU-F	1
PROGRAM : 530P NEWS CON COM1: 530P NEWS												
✓ 9	R		600P-630P	30		\$2,250.00	10/22	10/22	1		MON	1
PROGRAM : 6P NEWS CON COM1: 6P NEWS												

Handwritten notes:
 ✓ 7 *live*
 ✓ 8 *live*

FAX# 703-516-9680
CREDIT RISK !!
HARRIS REPORT FROM REP
CHANGES
OCT16/12 20.40
*** MET A-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
10		R	600P-630P	30		\$2,250.00	10/16	10/19	2		TU-F	4
PROGRAM : 6P NEWS												
CON COM1 : 6P NEWS												
11		RS	630P-700P	30		\$5,000.00	10/22	10/22	0		MON	0
PROGRAM : NBC NIGHTLY NEWS												
CON COM1 : NBC NIGHTLY NEWS												
12		S	630P-700P	30		\$2,000.00	10/16	10/17	0		TU-W	0
PROGRAM : NBC NIGHTLY NEWS												
CON COM1 : NBC NIGHTLY NEWS												
13		R	700P-730P	30		\$2,000.00	10/22	10/22	1		MON	1
PROGRAM : 7P NEWS												
CON COM1 : 7P NEWS												
14		R	700P-730P	30		\$2,000.00	10/16	10/19	2		TU-F	4
PROGRAM : 7P NEWS												
CON COM1 : 7P NEWS												
15		R	730P-800P	30		\$2,000.00	10/22	10/22	1		MON	1
PROGRAM : EXTRA												
CON COM1 : EXTRA												
16		R	730P-800P	30		\$2,000.00	10/16	10/19	2		TU-F	4
PROGRAM : EXTRA												
CON COM1 : EXTRA												
17		S	600P-630P	30		\$700.00	10/20	10/20	0		SAT	0
PROGRAM : SAT 6P NEWS												
CON COM1 : SAT 6P NEWS												
18		T	1130P-1200M	30		\$1,250.00	10/21	10/21	1		SUN	1
PROGRAM : SUN 11P NEWS												
CON COM1 : SUN 11P NEWS												

REP HEADLINE# 6374322 TRF# E:003742 REP: TEL# 703-516-9399 FAX# 703-516-9680
 \$\$\$ MOD# 0: CWAAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !! OCT16/12 20.40
 ORDER WORKSHEET HARRIS REPORT FROM REP *** WFLA-TV ***
 CHANGES

LINE#	REP	CO	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
OCT/12			60250.00									

CONTRACT TOTAL 60250.00
 TOTAL SPOTS 57

MARKET TOTALS \$237,675 WFLA 25% WFTS 19% WTSP 23% WTVT 23% WTOG 0% WTTA 0% WMOR 0%
 WMOX 0% WXPX 0% WWSB 10% CABL 0%
 SHARES ACCURATE EXCEPT WFTS AND WWSB, WHICH ARE ESTIMATED
 SVC- NSI
 DEMOS- RA65+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

McLaughlin & Associates - NY
566 South Route 303
Blauvelt NY 10913

Connie Mack/ R/ Senate/ FL
Submission Number 810 Issue 2



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Connie Mack/ R/ Senate/ FL	Submission Cost: 60250	Campaign Ref: E:063743220
Buyer: ..	Client/Product/Estimate: .. / / 598	Sales Rep: HRP Washington, DC
Schedule Dates: 10/15/12 to 10/28/12	Weeks: 2	Order Ref: 06374322
Est./PO Number: 06374322	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Frnds Of Connie Mack	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/15	10/22	Total	Cost
1	M-F 7a Today Show M.....	03	900	30 Comme	Nbr of Spots	1	1	900
2	M-F 7a Today Show ..TWTF..	03	900	30 Comme	Nbr of Spots	4	4	3600
3	M-F 10a News M.....	03	160	30 Comme	Nbr of Spots	1	1	160
4	M-F 10a News ..TWTF..	03	160	30 Comme	Nbr of Spots	2	2	320
5	M-F 2p Rachael Ray M.....	03	250	30 Comme	Nbr of Spots	1	1	250
6	M-F 2p Rachael Ray ..TWTF..	03	250	30 Comme	Nbr of Spots	2	2	500
7	M-F 3p Doctors M.....	03	450	30 Comme	Nbr of Spots	1	1	450
8	M-F 3p Doctors ..TWTF..	03	450	30 Comme	Nbr of Spots	2	2	900
9	M-F 4p Dr Oz ..TWTF..	03	600	30 Comme	Nbr of Spots	1	1	600
Weekly Totals: Total Spots(Ord Spots)					46	12	58	

McLaughlin & Associates - NY
566 South Route 303
Blauvelt NY 10913

Connie Mack/ R/ Senate/ FL
Submission Number 810 Issue 2



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Connie Mack/ R/ Senate/ FL	Submission Cost: 60250	Campaign Ref: E:063743220
Buyer: ..	Client/Product/Estimate: . / /598	Sales Rep: HRP Washington, DC
Schedule Dates: 10/15/12 to 10/28/12	Weeks: 2	Order Ref: 06374322
Est./PO Number: 06374322	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/15	10/22	Total	Cost
10	M-F 4p Dr Oz ..TWTF..	03	600	30 Comme	Nbr of Spots	2	2	1200
12	M-F 5p News ..TWTF..	03	900	30 Comme	Nbr of Spots	2	2	1800
14	M-F 530p News ..TWTF..	03	900	30 Comme	Nbr of Spots	2	2	1800
15	M-Su 11p News M.....	03	1250	30 Comme	Nbr of Spots	1	1	1250
16	M-Su 11p News ..TWTF..	03	1250	30 Comme	Nbr of Spots	4	4	5000
17	Sat 7a Today ShowS.	03	500	30 Comme	Nbr of Spots	2	2	1000
18	Sat 9a NewsS.	03	300	30 Comme	Nbr of Spots	1	1	300
19	Sat 12p NewsS.	03	150	30 Comme	Nbr of Spots	1	1	150
20	Sat Notre Dame FootballS.	03	880	30 Comme	Nbr of Spots	2	2	1760
21	Sun 9a NewsS.	03	300	30 Comme	Nbr of Spots	1	1	300
22	Sun 6p News	03	750	30	Nbr of Spots	1	1	750
Weekly Totals: Total Spots(Ord Spots)					46	12	58	

McLaughlin & Associates - NY
566 South Route 303
Blauvelt NY 10913

Connie Mack/ R/ Senate/ FL
Submission Number 810 Issue 2



WFLA-TV
P.O. Box 1410
Tampa, FL 33601
PHONE (813) 228-8888

Original

Client: Connie Mack/ R/ Senate/ FL	Submission Cost: 60250	Campaign Ref: E:063743220
Buyer: ..	Client/Product/Estimate: . / .598	Sales Rep: HRP Washington, DC
Schedule Dates: 10/15/12 to 10/28/12	Weeks: 2	Order Ref: 06374322
Est./PO Number: 06374322	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/15	10/22	Total	Cost
23	M-Su Late News Late RunS	03	1250	30 Comme	Nbr of Spots	1	1	1250
24	M-F 9a Today Show II M.....	01	1040	30 Comme	Nbr of Spots	1	1	1040
25	M-F 9a Today Show II ...TF..	01	1040	30 Comme	Nbr of Spots	2	2	2080
26	M-F 12p Today Show III M.....	01	380	30 Comme	Nbr of Spots	1	1	380
27	M-F 12p Today Show III ...TF..	01	380	30 Comme	Nbr of Spots	2	2	760
28	M-F 6p News M.....	01	2250	30 Comme	Nbr of Spots	1	1	2250
29	M-F 6p News ...TF..	01	2250	30 Comme	Nbr of Spots	2	2	4500
30	M-F 7p News M.....	01	2000	30 Comme	Nbr of Spots	1	1	2000
31	M-F 7p News ...TF..	01	2000	30 Comme	Nbr of Spots	2	2	4000
32	M-F 730p Entertainment Tonight M.....	01	2000	30 Comme	Nbr of Spots	1	1	2000
33	M-F 730p Entertainment Tonight	01	2000	30 Comme	Nbr of Spots	2	2	4000
Weekly Totals: Total Spots(Ord Spots)					46	12	58	

McLaughlin & Associates - NY
566 South Route 303
Blauvelt NY 10913

Connie Mack/ R/ Senate/ FL
Submission Number 810 Issue 2



WFLA-TV
P.O. Box 1410
Tampa, FL 33601
PHONE (813) 228-8888

Original

Client: Connie Mack/ R/ Senate/ FL	Submission Cost: 60250	Campaign Ref: E 063743220
Buyer: ..	Client/Product/Estimate: .. / 598	Sales Rep: HRP Washington, DC
Schedule Dates: 10/15/12 to 10/28/12	Weeks: 2	Order Ref: 06374322
Est./PO Number: 06374322	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/15	10/22	Total	Cost
34	M-F 6p News ...TF..	01	2250	30 Comme	Nbr of Spots 2		2	4500
35	M-F 7p News ...TF..	01	2000	30 Comme	Nbr of Spots 2		2	4000
36	M-F 730p Entertainment Tonight ...TF..	01	2000	30 Comme	Nbr of Spots 2		2	4000
37	M-F 2p Rachael Ray ...F..	03	250	30 Comme	Nbr of Spots 1		1	250
38	M-F 2p Rachael Ray M.....	03	250	30 Comme	Nbr of Spots	1	1	250
Weekly Totals: Total Spots(Ord Spots)					46	12	58	

Grand Totals			
Totals	10/15	10/22	
Spots	58	46	12
Cost	60250	48720	11530

Grand Totals: Spots: 58

Gross Total: 60,250.00
Commission: 9,037.50
Net Total: 51,212.50

REP HEADLINE# 0074322
 *** ORIGINAL REV#0 ***

REF: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 OCT15/12 11.38
 *** WFLA-TV ***

ADV # _____ ADV. NAME POLI/C MACK/E/SEN/FL REP. # _____ OFF. # _____ SALESMAN # _____
 ACT # _____ AGT. NAME MCLAUGHLIN & ASSOCIATES BUYER NAME MARIANNE CAMPBELL

566 SOUTH ROUTE 303 SALES PRSN WA- MEGHAN MCGARR (H)
 BLAUVELT, NY 10913

ORDER # _____ CONTRACT # 6374322 CLASS: NATL. _____ LOCAL _____ REGIONAL _____

PRDCT FRNDS OF CONNIE MACK EST#598 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT16/12 - OCT22/12 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE OCT15/12 11.38

REP: NEW ORDER
 TTL \$59,510 @79X
 PLEASE CONFIRM
 THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 FRIENDS OF CONNIE MACK

09/15

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			700A-900A	30		\$900.00	10/22	10/22	1		MON	1
AGENCY ADVERTISER CODE = AGENCY PRODUCT CODE = AGENCY EST# = 598												
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
2			700A-900A	30		\$900.00	10/16	10/19	4		TU-F	4
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
3			900A-1000A	30		\$550.00	10/22	10/22	1		MON	1
PROGRAM : TODAY SHOW 2												
CON COM1: TODAY SHOW 2												

10/16/12 FCC (2)

OC'15/1.2 11.38
*** WFLA-TV ***

LINE#	REF	CODE	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
X4			500A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	30		\$550.00	10/16	10/19	4		TU-F	4
5			1000A-1030A PROGRAM : 10A NEWS CON COM1: 10A NEWS	30		\$160.00	10/22	10/22	1		MON	1
6			1000A-1030A PROGRAM : 10A NEWS CON COM1: 10A NEWS	30		\$160.00	10/16	10/19	4		TU-F	4
X7			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$200.00	10/22	10/22	1		MON	1
X8			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$200.00	10/16	10/19	4		TU-F	4
9			200P-300P PROGRAM : RACHEL RAY CON COM1: RACHEL RAY	30		\$250.00	10/22	10/22	1		MON	1
10			200F-300P PROGRAM : RACHEL RAY CON COM1: RACHEL RAY	30		\$250.00	10/16	10/19	4		TU-F	4
11			300P-400P PROGRAM : THE DOCTORS CON COM1: THE DOCTORS	30		\$450.00	10/22	10/22	1		MON	1
12			300P-400P PROGRAM : THE DOCTORS CON COM1: THE DOCTORS	30		\$450.00	10/16	10/19	4		TU-F	4

REP HEADLINE# 6374322
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT15/12 11.38
 *** WFLA-TV ***

LINE#	REF	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
13			400P-500P PROGRAM : DR OZ CON COM1: DR OZ	30		\$600.00	10/22	10/22	1		MON	1
14			400P-500P PROGRAM : DR OZ CON COM1: DR OZ	30		\$600.00	10/16	10/19	4		TU-F	4
15			500P-530P PROGRAM : 5P NEWS CON COM1: 5P NEWS	30		\$900.00	10/22	10/22	1		MON	1
16			500P-530P PROGRAM : 5P NEWS CON COM1: 5P NEWS	30		\$900.00	10/16	10/19	4		TU-F	4
17			530P-600P PROGRAM : 530P NEWS CON COM1: 530P NEWS	30		\$900.00	10/22	10/22	1		MON	1
18			530P-600P PROGRAM : 530P NEWS CON COM1: 530P NEWS	30		\$900.00	10/16	10/19	4		TU-F	4
X19			600P-630P PROGRAM : 6P NEWS CON COM1: 6P NEWS	30		\$1,200.00	10/22	10/22	1		MON	1
X20			600P-630P PROGRAM : 6P NEWS CON COM1: 6P NEWS	30		\$1,200.00	10/16	10/19	4		TU-F	4
X21			630P-700P PROGRAM : 630P-700P CON COM1: 630P-700P	30		\$2,000.00	10/22	10/22	1		MON	1

OCT15/12 11.38
*** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
X22			630P-700P PROGRAM : NBC NIGHTLY NEWS CON COM1: NBC NIGHTLY NEWS	30		\$2,000.00	10/16	10/17	2		TU-W	2
X23			700P-730P PROGRAM : 7P NEWS CON COM1: 7P NEWS	30		\$1,000.00	10/22	10/22	1		MON	1
X24			700P-730P PROGRAM : 7P NEWS CON COM1: 7P NEWS	30		\$1,000.00	10/16	10/19	4		TU-F	4
X25			730P-800P PROGRAM : EXTRA CON COM1: EXTRA	30		\$1,000.00	10/22	10/22	1		MON	1
X26			730P-800P PROGRAM : EXTRA CON COM1: EXTRA	30		\$1,000.00	10/16	10/19	4		TU-F	4
27			1100P-1130P PROGRAM : 11P NEWS CON COM1: 11P NEWS	30		\$1,250.00	10/22	10/22	1		MON	1
28			1100P-1130P PROGRAM : 11P NEWS CON COM1: 11P NEWS	30		\$1,250.00	10/16	10/19	4		TU-F	4
29			700A-900A PROGRAM : SAT TODAY CON COM1: SAT TODAY	30		\$500.00	10/20	10/20	2		SAT	2
30			900A-1000A PROGRAM : SAT 9A NEWS CON COM1: SAT 9A NEWS	30		\$300.00	10/20	10/20	1		SAT	1

REP HEADLINE# 6374322
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9660
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 OCT15/12 11.38
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
31			1200N-100P PROGRAM : SAT NOON NEWS CON COM1: SAT NOON NEWS	30		\$150.00	10/20	10/20	1		SAT	1
32			330P-700P PROGRAM : NCAA FTBL CON COM1: NCAA FTBL	30		\$880.00	10/20	10/20	2		SAT	2
33			600P-630P PROGRAM : SAT 6P NEWS CON COM1: SAT 6P NEWS	30		\$700.00	10/20	10/20	1	N/A	SAT	1
X34			800A-900A PROGRAM : SUN TODAY CON COM1: SUN TODAY	30		\$500.00	10/21	10/21	1		SUN	1
35			900A-1000A PROGRAM : SUN 9A NEWS CON COM1: SUN 9A NEWS	30		\$300.00	10/21	10/21	1		SUN	1
36			600P-630P PROGRAM : SUN 6P NEWS CON COM1: SUN 6P NEWS	30		\$750.00	10/21	10/21	1		SUN	1
37			1100P-1130P PROGRAM : SUN 11P NEWS CON COM1: SUN 11P NEWS	30		\$1,250.00	10/21	10/21	1		SUN	1
OCT/12 59510.00												
CONTRACT TOTAL 59510.00												
TOTAL SPOTS 79												

MARKET TOTALS \$237,675 WFLA 25% WFTS 19% WTSP 23% WTVT 23% WTOG 0% WTTA 0% WMOR 0%
 WMOX 0% WXPX 0% WWSB 10% CABL 0%

SHARES ACCURATE EXCEPT WFTS AND WWSB, WHICH ARE ESTIMATED

SVC- NSI
 DEMOS- RA65+*

McLaughlin & Associates - NY
566 South Route 303
Blauvelt NY 10913

Connie Mack/ R/ Senate/ FL
Submission Number 808 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Connie Mack/ R/ Senate/ FL	Submission Cost:	32560	Campaign Ref:	E:063743220
Buyer:		Client/Product/Estimate:	1 / 598	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/15/12 to 10/28/12	Weeks:	2	Order Ref:	06374322
Est./PO Number:	06374322	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Fmnds Of Connie Mack	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/15	10/22	Total	Cost
1	M-F 7a Today Show M.....	03	900	30 Comme	Nbr of Spots	1	1	900
2	M-F 7a Today Show .TWTF..	03	900	30 Comme	Nbr of Spots	4	4	3600
3	M-F 10a News M.....	03	160	30 Comme	Nbr of Spots	1	1	160
4	M-F 10a News .TWTF..	03	160	30 Comme	Nbr of Spots	4	4	640
5	M-F 2p Rachael Ray M.....	03	250	30 Comme	Nbr of Spots	1	1	250
6	M-F 2p Rachael Ray .TWTF..	03	250	30 Comme	Nbr of Spots	4	4	1000
7	M-F 3p Doctors M.....	03	450	30 Comme	Nbr of Spots	1	1	450
8	M-F 3p Doctors .TWTF..	03	450	30 Comme	Nbr of Spots	4	4	1800
9	M-F 4p Dr Oz	03	600	30 Comme	Nbr of Spots	1	1	600
Weekly Totals: Total Spots(Ord Spots)					41	8	49	

McLaughlin & Associates - NY
566 South Route 303
Blauvelt NY 10913

Connie Mack/ R/ Senate/ FL
Submission Number 808 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Connie Mack/ R/ Senate/ FL	Submission Cost: 32560	Campaign Ref: E:063743220
Buyer: ..	Client/Product/Estimate: ./1598	Sales Rep: HRP Washington, DC
Schedule Dates: 10/15/12 to 10/28/12	Weeks: 2	Order Ref: 06374322
Est/PO Number: 06374322	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/15	10/22	Total	Cost
10	M-F 4p Dr Oz TWTF..	03	600	30 Comme	Nbr of Spots	4	4	2400
11	M-F 5p News M.....	03	900	30 Comme	Nbr of Spots	1	1	900
12	M-F 5p News TWTF..	03	900	30 Comme	Nbr of Spots	4	4	3600
13	M-F 530p News M.....	03	900	30 Comme	Nbr of Spots	1	1	900
14	M-F 530p News TWTF..	03	900	30 Comme	Nbr of Spots	4	4	3600
15	M-Su 11p News M.....	03	1250	30 Comme	Nbr of Spots	1	1	1250
16	M-Su 11p News TWTF..	03	1250	30 Comme	Nbr of Spots	4	4	5000
17	Sat 7a Today ShowS.	03	500	30 Comme	Nbr of Spots	2	2	1000
18	Sat 9a NewsS.	03	300	30 Comme	Nbr of Spots	1	1	300
19	Sat 12p NewsS.	03	150	30 Comme	Nbr of Spots	1	1	150
20	Sat Notre Dame Football	03	890	30	Nbr of Spots	2	2	1760
Weekly Totals: Total Spots(Ord Spots)					41	8	49	

McLaughlin & Associates - NY
566 South Route 303
Blauvelt NY 10913

Connie Mack/ R/ Senate/ FL
Submission Number 808 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Connie Mack/ R/ Senate/ FL	Submission Cost: 32560	Campaign Ref: E:063743220
Buyer: "	Client/Product/Estimate: . / /598	Sales Rep: HRP Washington, DC
Schedule Dates: 10/15/12 to 10/28/12	Weeks: 2	Order Ref: 06374322
Est./PO Number: 06374322	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/15	10/22	Total	Cost
21	Sun 9a NewsS	03	300	30 Comme	Nbr of Spots 1		1	300
22	Sun 6p NewsS	03	750	30 Comme	Nbr of Spots 1		1	750
23	M-Su Late News Late RunS	03	1250	30 Comme	Nbr of Spots 1		1	1250
Weekly Totals: Total Spots(Ord Spots)					41	8	49	

Grand Totals				Month 10 Weeks: 4			
		10/15	10/22			10/15	10/22
Totals		49	41			49	8
Spots		49	41			49	8
Cost		32560	27150			32560	5410

Grand Totals:	Spots: 49
	Gross Total: 32,560.00
	Commission: 4,884.00
	Net Total: 27,676.00



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 228-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

48825
McLaughlin & Associates - NY
566 South Route 303
8LAUVELT NY 10913

REP: WFLA (Washington Oc)
SLSP: HRP Washington, DC
ADV: Connie Mack/ R/ Senate/ FL
PROD: Frnds Of Connie Mack

2012
INVOICE DATE 10/28/12
ORDER TYPE Political
WFLA I SS
E:063743220
WFLA
INVOICE NUMBER 0100033194
PAGE 1
BROADCAST MONTH 10/01/2012 - 10/28/12
SCHEDULE DATES
10/15/12-10/28/12
Standard Broadcast Month
TERMS: NET 30 DAYS

REF#: . / . /598
Desc: Campaign Option Number 1, Booking1

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 7a Today Show						*WFLA	:30 Commercial		
900.00	1	1		10/22	MO	08:56A	30	CMMO1012H	900.00
900.00	2	4		10/16	TU	08:58A	30	CMMO1012H	900.00
				10/17	WE	07:29A	30	CMMO1012H	900.00
				10/18	TH	08:29A	30	CMMO1012H	900.00
				10/19	FR	08:29A	30	CMMO1012H	900.00
M-F 10a News						*WFLA	:30 Commercial		
160.00	3	1		10/22	MO	10:26A	30	CMMO1012H	160.00
160.00	4	2		10/16	TU	10:28A	30	CMMO1012H	160.00
				10/17	WE	10:16A	30	CMMO1012H	160.00
M-F 2p Rachael Ray						*WFLA	:30 Commercial		
250.00	5	1		10/22	MO	02:17P	30	CMMO1012H	250.00
250.00	6	2		10/16	TU	02:49P	30	CMMO1012H	250.00
				10/17	WE	02:34P	30	CMMO1012H	250.00
M-F 3p Doctors						*WFLA	:30 Commercial		
450.00	7	1		10/22	MO	03:38P	30	CMMO1012H	450.00
450.00	8	2		10/16	TU	03:46P	30	CMMO1012H	450.00
				10/17	WE	03:12P	30	CMMO1012H	450.00
M-F 4p Dr Oz						*WFLA	:30 Commercial		
600.00	9	1		10/22	MO	04:21P	30	CMMO1012H	600.00
600.00	10	2		10/16	TU	04:55P	30	CMMO1012H	600.00
				10/17	WE	04:52P	30	CMMO1012H	600.00
M-F 5p News						*WFLA	:30 Commercial		
900.00	12	2		10/16	TU	05:23P	30	CMMO1012H	900.00
				10/17	WE	05:22P	30	CMMO1012H	900.00
M-F 530p News						*WFLA	:30 Commercial		
900.00	14	2		10/16	TU	05:58P	30	CMMO1012H	900.00
				10/17	WE	05:56P	30	CMMO1012H	900.00

*** Continued ***

PERIOD COST	60,250.00	58 Total Units	ACTUAL GROSS BILLING	60,250.00	Debits	.00
			AGENCY COMMISSION	9,037.50	Credits	.00
			NET DUE	51,212.50	TOTAL RECONCILING	.00

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

WFLA-TV
P.O. Box 1410
Tampa, FL 33601



ADVERTISER
Connie Mack/ R/ Senate/ FL
PRODUCT
Frnds Of Connie Mack

INVOICE NUMBER 0100033194
BROADCAST MONTH 10/01/2012 - 10/28/12
AMOUNT DUE 51,212.50

REMIT TO:

*00198

000048825
McLaughlin & Associates - NY
566 South Route 303
8LAUVELT NY 10913

WFLA-TV
REMITTANCE PROCESSING CENTER
P.O. BOX 26425
RICHMOND VA 23260-6425



400900020 00000000048825 00000100033194 005121250 9



WFLA-TV

A MEDIA GENERAL STATION

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Tampa, FL 33606
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INVOICE / AFFIDAVIT

48825
McLaughlin & Associates - NY
566 South Route 303
8LAUVELT NY 10913

REP: WFLA (Washington Dc)
SLSP: HRP Washington, QC
ADV: Connie Mack/ R/ Senate/ FL
PROD: Frnds Of Connie Mack

2012
INVOICE DATE 10/28/12
ORDER TYPE Political
WFLA I SS
E:063743220
WFLA
INVOICE NUMBER 0100033194
PAGE 2
BROADCAST MONTH 10/01/2012 - 10/2
SCHEDULE DATES 10/15/12-10/28/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: . / /598
Desc: Campaign Option Number 1, Booking1

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G. FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
M-Su 11p News					*WFLA	:30 Commercial			
1250.00	15	1	10/22	MO	10:59P	30	CMM01012H	1250.00	
1250.00	16	4	10/16	TU	11:30P	30	CMM01012H	1250.00	
			10/17	WE	11:22P	30	CMM01012H	1250.00	
			10/18	TH	11:13P	30	CMM01012H	1250.00	
			10/19	FR	11:29P	30	CMM01012H	1250.00	
Sat 7a Today Show					*WFLA	:30 Commercial			
500.00	17	2	10/20	SA	07:24A	30	CMM01012H	500.00	
			10/20	SA	07:51A	30	CMM01012H	500.00	
Sat 9a News					*WFLA	:30 Commercial			
300.00	18	1	10/20	SA	09:28A	30	CMM01012H	300.00	
Sat 12p News					*WFLA	:30 Commercial			
150.00	19	1	10/20	SA	12:58P	30	CMM01012H	150.00	
Sat Notre Dame Football					*WFLA	:30 Commercial			
880.00	20	2	10/20	SA	06:03P	30	CMM01012H	880.00	
			10/20	SA	06:59P	30	CMM01012H	880.00	
Sun 9a News					*WFLA	:30 Commercial			
300.00	21	1	10/21	SU	09:27A	30	CMM01012H	300.00	
Sun 6p News					*WFLA	:30 Commercial			
750.00	22	1	10/21	SU	06:27P	30	CMM01012H	750.00	
M-Su Late News Late Run					*WFLA	:30 Commercial			
1250.00	23	1	10/21	SU	11:53P	30	CMM01012H	1250.00	
M-F 9a Today Show II					*WFLA	:30 Commercial			
1040.00	24	1	10/22	MO	09:56A	30	CMM01012H	1040.00	
1040.00	25	2	10/18	TH	09:59A	30	CMM01012H	1040.00	
			10/19	FR	09:29A	30	CMM01012H	1040.00	
M-F 12p Today Show III					*WFLA	:30 Commercial			
380.00	26	1	10/22	MO	12:29P	30	CMM01012H	380.00	
380.00	27	2	10/18	TH	12:53P	30	CMM01012H	380.00	
			10/19	FR	12:29P	30	CMM01012H	380.00	
M-F 6p News					*WFLA	:30 Commercial			
2250.00	28	1	10/22	MO	06:10P	30	CMM01012H	2250.00	
2250.00	29	2	10/18	TH	06:29P	30	CMM01012H	2250.00	
			10/19	FR	06:23P	30	CMM01012H	2250.00	
M-F 7p News					*WFLA	:30 Commercial			
2000.00	30	1	10/22	MO	07:15P	30	CMM01012H	2000.00	
2000.00	31	2	10/18	TH	07:23P	30	CMM01012H	2000.00	
			10/19	FR	07:23P	30	CMM01012H	2000.00	
M-F 730p Entertainment Tonight					*WFLA	:30 Commercial			
2000.00	32	1	10/22	MO	07:45P	30	CMM01012H	2000.00	
2000.00	33	2	10/18	TH	07:45P	30	CMM01012H	2000.00	
			10/19	FR	07:54P	30	CMM01012H	2000.00	
M-F 6p News					*WFLA	:30 Commercial			
2250.00	34	2	10/18	TH	06:12P	30	CMM01012H	2250.00	
			10/19	FR	06:12P	30	CMM01012H	2250.00	
M-F 7p News					*WFLA	:30 Commercial			
2000.00	35	2	10/18	TH	07:09P	30	CMM01012H	2000.00	
*** Continued ***									

PERIOD COST 60,250.00

58 Total Units
ACTUAL GROSS BILLING 60,250.00
AGENCY COMMISSION 9,037.50
NET DUE 51,212.50

SUB-TOTALS Debits .00
Credits .00
TOTAL RECONCILING .00

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INVOICE / AFFIDAVIT

48825
McLaughlin & Associates - NY
566 South Route 303
8LAUVELT NY 10913

REP: WFLA (Washington Oc)
SLSP: HRP Washington, OC
ADV: Connie Mack/ R/ Senate/ FL
PROD: Frnds Of Connie Mack

2012
INVOICE DATE 10/28/12 E:063743220
ORDER TYPE Political WFLA
INVOICE NUMBER 0100033194
PAGE 3 BROADCAST MONTH 10/01/2012 - 10/2
SCHEDULE DATES 10/15/12-10/28/12
Standard 8 Broadcast Month
TERMS: NET 30 DAYS.

REF#: . / . /598
Desc: Campaign Option Number 1, Booking1

SCHEDULE		ACTUAL BROADCAST		RECONCILIATION	
DESCRIPTION	PRICE	RT/SS# PER	DATE DAY TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE
M-F 730p Entertainment Tonight	2000.00	36 2	10/19 FR 07:15P	30 CMM01012H	2000.00
			*WFLA	:30 Commercial	
			10/18 TH 07:54P	30 CMM01012H	2000.00
M-F 2p Rachael Ray	250.00	37 1	10/19 FR 07:40P	30 CMM01012H	2000.00
			*WFLA	:30 Commercial	
			10/19 FR 02:53P	30 CMM01012H	250.00
			10/22 MO 02:40P	30 CMM01012H	250.00
Total Airtime Gross Spot Revenue:					60,250.00

PERIOD COST 60,250.00

58 Total Units
ACTUAL GROSS BILLING 60,250.00
AGENCY COMMISSION 9,037.50
NET DUE 51,212.50

SUB-TOTALS Debits .00
Credits .00
TOTAL RECONCILING .00

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